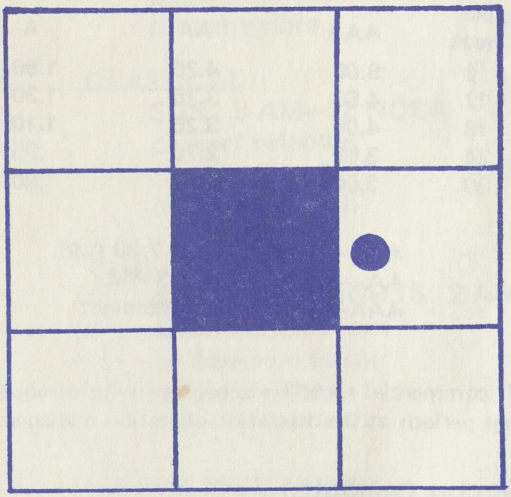
wybc



NEW HAVEN

LOCAL
ADVERTISING RATES
EFFECTIVE JULY, 1972

WYBC–FM
NEW HAVEN
ADVERTISING RATES

60 SECONDS

per week	AAA	AA	A
6	6.25	5.35	1.90
12	5.65	4.70	1.65
18	5.00	4.10	1.45
24	4.40	3.45	1.20
30	3.75	2.85	1.00

30 SECONDS

per week	AAA	AA	A
6	5.00	4.25	1.50
12	4.50	3.75	1.30
18	4.00	3.25	1.10
24	3.50	2.75	.95
30	3.00	2.25	.80

A––– 12 Midnight – 7:30 A.M.
AA––7:30 A.M. – 3 P.M.
AAA–3 P.M. – 12 Midnight

All commercial spots are scheduled within requested time periods at the discretion of station management.

SPECIAL PACKAGES

	60 SEC.	30 SEC.	10 SEC.
250 SPOTS	5.00	4.00	3.00
500 SPOTS	4.40	3.50	2.65
1000 SPOTS	3.75	3.00	2.25

Bulk plans are R.O.S., scheduled at station's discretion. Short rate applies if not used within 52 weeks.

SPORTS BROADCASTS

WYBC broadcasts all home and away Yale football, basketball and hockey games. Rates available on request.

ADVERTISING INFORMATION

*All programs are subject to rescheduling for any broadcast which, in the opinion of the WYBC management, is in the public interest.

*WYBC reserves the right to refuse or edit copy to conform with its program policy.

*Remote lines and broadcasts, production, and special talent are subject to additional charges.

*Political advertising is sold in strict accordance with the Federal Communications Act and other FCC rules and regulations. 25% discount to all parties.

*All contracts under $50 must be paid prior to broadcast.

*All continuity must be at the station 48 hours prior to broadcast. Length of commercial copy acceptable is as follows: 60 seconds transcribed or 150 words live, 30 seconds transcribed or 75 words live. These are maximum limits.

*Billing will be at the beginning of each month. All bills are due and payable on or before the last day of the same month. Standard billing calender applies.

*Monthly service charges of 2% will be charged on accounts overdue more than one month.

*Standard 15% commission to recognized agencies.

WYBC–FM
94.3 Stereo

During the last decade under the ownership of the Yale Broadcasting Co., Inc., an independently chartered non-profit, non-stock corporation, WYBC–FM has developed into a major experimental radio station serving all of metropolitan New Haven.

As you will see from our program guide below we are not a conventional radio station. With a young staff composed largely of students, we have never been able to settle for a standard commercial radio air product. We have stuck our necks out often to provide New Haven with media services more conventional radio stations were afraid to broadcast.

Our willingness to take a chance has largely paid off. We now have major audiences interested in progressive rock, black music, folk music, classical music and public affairs.

In short, WYBC–FM is a quality radio station with a growing audience that appreciates quality. We feel because of our unique position in many radio markets in New Haven that we can do a unique job for you as an advertiser. Whether the audience you want to reach is Black or White, young or old, classical music or rock oriented, we can provide you with a forum, a forum which costs substantially less than any other radio station in New Haven.

WYBC is a radio station on the move. In a decade we have established ourselves in New Haven. Plans for our second decade include a power increase that would double or triple our listening radius and bring us to all of South Central Connecticut. We invite you to be with us in our second decade.

PROGRAM GUIDE

PROGRESSIVE ROCK:

MON–FRI 7 AM–9 PM
timeless landmarks
and bold breakthroughs
in the world of rock and roll –
dashes of jazz, blues, and folk
included.

(continued on overleaf)

FOLK:

SAT 9 PM–1 AM
"folk festival" – an eclectic collage of country-western, folk music (british & american), blues and rock, enlivened by occasional request nights and live music.

SUN 10 PM–12 MIDNIGHT
"heritage" – it started out as a folk show, but we're not so sure anymore.

CLASSICAL

SUN 8 AM–12 NOON
concert oriented (symphonies & chamber music).

DIVERSION:

SAT & SUN NIGHTS 2 AM-
bizarre emanations of diverse musical origin for the late night crowd.

BLACK SPECTRUM:

MON–FRI 9 PM–2 AM
SAT 8 AM–6 PM
SUN 12 NOON–6 PM
a community-oriented program that performs a basic service as a communications link between black people. black music, tapes, news and panel discussions of special interest groups are methods used to explore various aspects of the black experience.

WYBC–FM
94.3 Stereo

GENERAL INFO

STUDIOS AND OFFICES

165 Elm Street
New Haven, Connecticut
(Mail: Box WYBC, Yale Station
New Haven, Connecticut 06520)
Phone: (203)-865-3451

BASIC STATISTICS

1200 watts E.R.P.
Frequency 94.3 Megahertz, Multiplex stereo
Licensed to operate full time
Operating schedule: 22 hours daily

NEWS SERVICES

United Press International
Pacifica Program Service (WBAI–FM, New York)
BBC Radio
Newsreel
United Nations Radio
WYBC News Staff

MUSIC CLEARANCE

ASCAP, BMI, SESAC

RECORD LIBRARY

Music library of over 13,000 albums and singles covering the entire music range from classical to jazz, rock to folk.

NATIONAL SALES REPRESENTATIVE

Lifestyles 72
Bruce Jed
299 Madison Avenue
New York, New York 10017
(212)-490-0377